I put my name on the NO call list, for the express reasons of NOT receiving telemarketer calls. I think it would be a great injustice to "lower the standards". In fact, I think the standards should be raised. If I wanted to be contacted by companies, I would call them. I hate being bothered by companies who don't know how to watch a clock and realize the time difference between California and Indiana. For example, One night, approximately 9:30 pm my time, I received a telemarketing call. I was in bed by 9pm, because of having to get up at 4am for work the next morning.